

**United States Patent Application**  
**Lichner, Randall M.**

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A cross platform system and method for the management and distribution of pay per view video on demand.

**Abstract**

A cross platform system and method for distributing multimedia in accordance with seller determined properties that includes the establishment by a customer of an account with the seller which includes detailed billing information, the assignment of a customer identification number to the account maintained by the customer, detailed customer account history and automated credit card processing of customer authorized media purchases, using a client-based Internet browser as the point of sale device and multimedia stream receiver evocative of conventional pay per view television.

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